

LEO BURNETT U.S.A.

A Division of Leo Burnett Worldwide, Inc.

Ad No. FS1115-C2 - (A GREAT DEAL OF FLAVOR - SAVE \$2./CARTON) - Req. No. M286B3 -  
Printed in U.S.A. Page 4/C - (8 x 10 13/16 inches)

FS1, 1992

# A GREAT DEAL ON FLAVOR.



*SURPRISING FLAVOR AND LOW TAR.  
NOT SURPRISINGLY FROM MERIT.*

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Ultra: 1 mg "tar," 0.1 mg nicotine—100's; 2 mg "tar," 0.2 mg nicotine—  
Ultra Lights: 1 mg "tar," 0.1 mg nicotine—100's; 2 mg "tar," 0.2 mg nicotine—  
King: 8 mg "tar," 0.8 mg nicotine—100's; 10 mg "tar," 1.0 mg nicotine—  
per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.**

**\$200 OFF** A CARTON  
OF ANY STYLE  
MERIT

Details: Limit one coupon per purchaser. See the terms  
of this offer on the coupon for complete details. This offer  
may be used only on a purchase of a carton of any style  
of Merit cigarettes. The offer is not valid on purchases of  
cigarettes made by mail or through a retailer.

Notes: This Merit coupon is valid only for the purchase of  
cigarettes. It is not valid for the purchase of tobacco or  
other products. The offer is not valid for the purchase of  
cigarettes made by mail or through a retailer. The offer is  
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MANUFACTURER COUPON

EXPIRES 10/31/92



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